PACEMAKER for 1932

This handsome, all-purpose, three-window Sedan accommodates five in roomy comfort. Its large side and rear windows and slanting windshield afford maximum visibility.

The STANDARD SEDAN for five passengers ... 119-inch wheelbase
The New and Greater Hudson Eight

Pacemaker for 1932

The 1932 Greater Hudson Eight introduces the most exceptional list of new improvements in all Hudson history—and Hudson, as you know, has pioneered more than sixty major developments, including the first closed cars, the first modern high compression engines and many other equally important contributions to motor car progress.

Fourteen brilliant new body styles on three chassis of 119, 126 and 132-inch wheelbase length provide a choice of cars to suit any individual need. The standard 119-inch series is completely equipped in every essential detail, while the longer models offer many extra refinements that constitute the last word in luxury and convenience.

From its imposing radiator to the sweeping flare of its rear fenders you will find the 1932 Hudson winningly new and distinctive—both exteriors and interiors the creation of famous designers who have won repeated honors in European custom salons. Its new colors are gem-like in their cool depth and liquid brilliance. Its profile is lower, longer, racier. Its lines and contours suggest the "speeds and streams" of the racing airplane. Even at rest it breathes the spirit of flight; in motion it fairly skims the ground.

Engine power has been increased to 101 eager horsepower—the most powerful engine offered by any eight of comparative price. Easy, silent, economical application of this great power is insured by the new Hudson Full Range Selective Transmission which combines Selective Free Wheeling and Conventional Gear, with the advantages of Synchro-Mesh and Silent Second Speed. Brakes on the new Greater Hudson Eight provide a 30% increase in braking area. The new Hudson Diagonal-Truss Frame is 30 times more rigid than conventional double-drop frames.

Throughout this great car you will find a host of similar improvements which make it outstanding in comfort, quiet, strength, safety, performance and riding and driving ease. Let us examine them in detail and you will understand why we make bold to predict that the new 1932 Greater Hudson Eight will be the most widely-copied car in America.
DRAWING-ROOM LUXURY AND CHARM
CONVENIENCES THAT ANTICIPATE YOUR EVERY DESIRE

Open the doors of the 1932 Greater Hudson Eight, and instantly you are impressed by an air of restfulness and refinement, the same grateful feeling of good taste inspired by a perfectly appointed room. Interiors are upholstered with luxurious broadcloths and mohairs in soft pastel shades that echo the rich exterior colors; appointments in ivory and silver effects are fashioned in the same stream-line motif which distinguishes the body.
styling—harmoniously joining outward style and inward fashion in a single artistic effect.

Seat yourself in the deep-cushioned Hudson seats with their posture-contoured backs and new-type lateral springs that move sidewise under sudden pressure, saving you from bounce and jar. What a revelation in comfort! Both front and rear seats are fully adjustable, both in pitch and depth, to the position you find most natural—an exclusive Hudson feature.

Take the Wheel: how easy it is to hold, its Natural-Grip rim molded to fit your hand, and adjustable to any desired height.

Ahead in full vision, where it can be read without taking your eyes from the road, is the new Hudson Eye-Level Instrument Panel. Instruments have been simplified to two large airplane-type dials on which speed, water temperature, oil and fuel levels are recorded by pointer indicators as easy to read as the hands of your watch. Oil pressure gauge and ammeter are replaced by two ruby “Tell-tale” Safety Signals that flash an instant warning to the most heedless driver should oil pump or generator need attention.

AUTOMATIC SELF-STARTING

Now, turn your ignition key: Instantly Startix, the automatic self-starter, cranks the engine—there is no floor starter button to grope for! And should you stall in traffic or on hills, Startix re-cranks the engine automatically—a safety feature that enables the novice to drive the new Hudson with veteran confidence.

You will find the gear-shift lever at convenient elbow height. Smoothly and silently the Hudson Oil-Cushion Clutch engages; effortlessly and silently Hudson Synchro-Mesh places 101 horse-power at your command—up to 55 miles an hour in quiet, vibrationless second, 85 to 90 in high!

When road conditions invite and you desire, a handy control on the gear-shift lever enables you to shift instantly into free wheeling. Another convenient control on the dash—Hudson Ride Control—enables you to make instant and full range adjustment of the Hudson two-way full hydraulic shock absorbers to both the nature of the road and the number of passengers in the car.
More than anything else, perhaps, you value the good report of your passengers—and you will find the Greater Hudson replete with conveniences and appointments for their comfort and enjoyment.

There are arm rests, as many as six in some models; tapered assist cords, and pull-to cords on all doors at wrist-level height so that no one need strain to reach for door handles. Door pockets are of the capacious plaited bellows type, closed to trim snugness by new arc-slide fasteners. The long slim window controls and door handles operate with a pendulum leverage requiring less than half the effort required to turn ordinary fixtures. Even the footrest is contoured to fit the instep, restfully and naturally.

In five models two waterproof “lock-box” compartments are provided at either side of the dash for safe-keeping of gloves, maps, etc. They are available in other models at slight extra cost.

Doors and windows are all fitted with rubber weather-stripping and Hudson Solid-Unit Silenced Steel Bodies, in this as in other important respects far ahead of their time, are permanently insulated against heat, fumes, cold and sound.

The bodies themselves—Hudson Solid-Unit Silenced Steel—reflect the farthest advance in the art of body-building. Their structural basis is all steel, wood being used only where valuable as a silencing filler or as trim. They are gracefully contoured to the long, low “speeds and streams” of the radiator, hood and fenders.
The NEW and GREATER HUDSON EIGHT

The FOUR-PASSENGER COUPE
(119-inch wheelbase)
Alertly-styled, compact and easy-handling, the rumble seat Coupe for four passengers is a favorite with small families who occasionally desire transportation for an extra passenger or two. Similar to this model is the Business Coupe for two passengers.
The NEW and GREATER HUDSON EIGHT

The SPECIAL SEDAN
(126-inch wheelbase)

A larger, more commodious, and more luxuriously appointed car for general family purposes. It is mounted on the longer 126-inch wheelbase.
The NEW and GREATER HUDSON EIGHT

The CONVERTIBLE COUPE
(119-inch wheelbase)

The first real Convertible. With one hand, the top of this smart, comfortable coupe can be quickly and easily lowered into a rear-deck compartment, completely out of sight—creating the raciest of sports cars. There is no awkward boot; no barrier isolating rear passengers.
101 HORSEPOWER—85 TO 90 MILES AN HOUR

Famous as Hudson power plants have always been for performance, the new 1932 Greater Hudson Eight engine is the most powerful ever built by Hudson. Developing 101 horsepower at top speed, with greatly increased power at lower speeds for hill climbing and rough going, it is not only the most powerful engine offered by any eight within Hudson's price range, but the most economical as well!

The new Hudson Eight engine develops more power from the same amount of fuel than any other eight. It is more economical—gives more miles per gallon—than any other engine of equal displacement or power.

It is not necessary to use higher priced anti-knock fuels in the new Hudson. Its high compression head and patented Power Dome Combustion Chamber absolutely prevent "fuel knock." The new Hudson delivers its great surge of smooth plus-power on ordinary gasoline.

The new Hudson engine is built to closer standards of inspection and precision than any other engine made today—bar none!

Scores of operations are held within a limit of 3/10,000 of an inch. Hudson cam-ground Silicon-Aluminum Alloy Pistons, for example, are fitted from four to six times closer than ordinary pistons, eliminating "piston slap."

Hudson precision engineering means less vibration, less play, less wear, and longer engine life—as evidenced by the fact that 73.3% of all Hudson-built cars sold since 1909 are still running today!

SIX NEW HUDSON ENGINE FEATURES

Thermostatic Carburetor Heat Control—automatically maintains carburetor operation to weather variations. Anti-Flood Choke—prevents flooding the engine when starting. Radial Manifold—delivers an equal charge of gas to all cylinders, insuring smooth power-flow at all speeds. Super Accelerator—provides maximum fuel supply insuring immediate power response for high speed and hill climbing, and for instantaneous acceleration when road emergencies demand it. All-Speed Generator—gives battery full charge at all driving speeds, insuring ample current for extra accessories, radio, etc. Twin Neutratone Mufflers—neutralize exhaust roar, making it inaudible within the car.
The NEW and GREATER HUDSON EIGHT

The COACH—119-inch Wheelbase
Introduced by Hudson, the Coach has always enjoyed foremost consideration as a convenient and practical family car. Appeals especially to the family with small children.

The TOWN SEDAN—119-inch Wheelbase
A smart, close-coupled, four-door sedan, specially suited to urban use and traffic conditions. Luxuriously upholstered, roomy front and rear compartments, all seats adjustable.

The SPECIAL COUPE—119-inch Wheelbase
A deluxe four-passenger, rumble seat coupe, in wide favor with professional and business men and their families for city and country-club, business, social and personal use.

The SUBURBAN—126-inch Wheelbase
The ideal car for the home between town and country. Characterized by ample roominess and fashionable lines. Luxuriously and durably upholstered, completely equipped with 1932 conveniences.
The exceptional record of thousands of veteran Hudson-built cars still in daily use after years of service is due to the many exclusive features of motor, body and chassis construction pioneered and developed by Hudson. These in-built engineering qualities, now further perfected, assure minimum operating and maintenance costs during the years you drive your 1932 Greater Hudson Eight.

There is the famous patented Hudson Crankshaft—so compensated by integrally forged compensating weights that it rides straight and true without vibration at highest speeds, keeping all reciprocating parts in perfect alignment and reducing bearing pressures to a minimum.

Hudson cam-ground, non-scoring Silicon-Aluminum Alloy pistons—the same material employed in pistons of costliest cars—consume 50% less energy in operation than heavy cast iron pistons, and increase the useful power output of the motor correspondingly.

Hudson special heat-treated Silicon Steel valves usually operate for 20,000 miles or more before requiring grinding. Hudson Roller Valve Tappets insure quiet valve action at all times.

Duoflo Automatic Engine Oiling, a new Hudson development, keeps every moving-wearing part bathed in a continuous spray of fresh clean cool full-bodied oil regardless of weather conditions. The oil is circulated by a large airplane-type pump that has no valves or springs to get out of order. In the crankcase the oil is cooled an additional 45° by a Labyrinthian Cooling System, preventing dilution and maintaining the lubricating quality of the oil over much longer periods.

In the 1932 Hudson, the famous Oil-Cushion Clutch is enclosed in a new Triple-Sealed Housing which maintains the clutch oil supply dirt-free and intact for many thousand miles. The lubricated cork facing in this superior clutch insures a soft “cushion” engagement, free from grab and chatter, and prevents refacing expense.

Both motor and ex-
The NEW and GREATER HUDSON EIGHT

The TOURING SEDAN—132-inch Wheelbase
A great traveler, with superb riding qualities and extra spaciousness in both front and rear compartment. Amply roomy for five-passenger touring and specially appointed for maximum comfort.

The BROUGHAM—132-inch Wheelbase
A particularly smart-looking vehicle, close-coupled in appearance, yet, being mounted on the longest Greater Eight chassis, possessed of full balanced riding qualities and ample room for five passengers.

The CLUB SEDAN—132-inch Wheelbase
The graceful "speeds and streams" of the 1932 Hudson motif show to exceptional effect in this longer, lower, luxuriously appointed model.

The 7-PASSENGER SEDAN—132-inch Wheelbase
An imperious automobile, radiating from its very lines and appointments the sense of established power, stability and luxury ... the choice of large families for their first-class motor travel.
haust system in the Greater Hudson Eight are "rubber-floated" to prevent any resonance being transmitted to the body.

The new Hudson Diagonal-Truss Frame is 30 times stronger than conventional double-drop frames. A massive diagonal cross-truss—the same construction employed to strengthen great bridges—reinforces the five heavy box-section cross members, holding the extra-deep 7-inch steel side rails so true and rigid that all weave and vibration caused by road irregularities are prevented.

Hudson wheels, axle shafts, drive and differential gears all operate on large heavy duty roller bearings. Differentials are of the superior four-pinion type found in highest price cars. Hudson wheels are full demountable, with an improved spoke design that makes them the strongest type on the road.

Hudson rear springs are splayed—mounted at an angle to the frame—eliminating sidewise and assuring steadier, more comfortable riding.

Hudson Solid-Unit Steel Bodies are the last word in luxurious silence and strength. Built of Steel sections welded and riveted to a steel inner frame, they contain no glued joints, no wooden braces, nothing that can work loose, squeak or rattle under the strain of fast driving. Virtually one-piece, they are weatherproof as well as noiseproof.

An inner body of heavy acoustical felt insulates doors, side panels, floor and dash against heat, cold, fumes and sound. The heavy steel body sills are so anchored to the Diagonal-Truss Frame that body and chassis are practically an integral unit—super-quiet and vibrationless. 
HUDDSON INFORMATION—STANDARD ON ALL MODELS

101 H. P. Engine
Intake Silencer
Air Cleaner
Anti-Backfire Device
3-Jet Carburetor
Thermostatic Carburetor Heat Control
Anti-Flood Choke
Radial Manifold
Super Accelerator
Highest Compression Head
Power Dome Anti-Knock
Combustion Chamber
Compensated Crankshaft
Silicon-Aluminum Alloy
Cam-Ground Pistons
Torsional Neutralizer
Duoflo Automatic Engine Oiling
Labyrinth Oil Cooling
Airplane-Type Oil Pump
Roller Valve Tappets
Silent Chain Driven Timing Gears, fully adjustable
Pure Copper Non-Corrosive Radiator
Oil-Sealed Fan
All-Speed Generator
Twin Neutratone Mufflers
Rubber-Weighted Motor and Exhaust System
Solid-Unit Weather-Insulated Silent Steel Bodies of New Streamlined Design
Gem-Like Body Colors
Rattle-Proof Doors
Adjustable Seats, Front and Rear
Lateral Spring Seat Cushions
Posture-Contoured Seat Backs

Side Arm Rests
Full-To-Cords on All Doors
Felt-Lined Tool Compartment with Kit
Modernistic Radiator Ornament
Rear Tire Carrier
Simplified Selective Free Wheeling

Full Molded Rubber Running Boards
Synchromesh Transmission
Silent Constant-Mesh Second Gear
Triple-Sealed Oil-Cushion Clutch
Diagonal-Truss Frame
Cross-Ribbed Front Axle

Oversize, Semi-Floating Rear Axle
Four-Pinion Differential
Splayed Rear Springs
30% Larger Brakes
Silent Pre-Stretched Steel Brake Cables
Two-Way Hydraulic Shock Absorbers
Demountable Wheels (Wire or Wood)
Oversize Tires
Eye-Level Instrument Panel
Quick-Vision (Airplane Type) Instruments
Startix, Automatic Self-Starter
Ride Controls
"Telltale" Oil and Generator Safety Signals
Two-Finger Windshield Control
Non-Reflecting Windshield
Windshield Wiper
Natural-Grip Steering Wheel
Finest Upholstery in New Pastel Shades
Rubber Fabric Carpet—Colored to Harmonize with Upholstery
Appointments—Silver and Ivory Style
Easy-Turn Door and Window Handles
Arc-Side Door Pockets
Rubber Pedal Pads
Quarter Window Curtains (All Sedans)
Chrome Streamlined Headlights
Parking Lights
Reflecto Tail Light
Foot-Operated Headlight Dimmer

Additional Refinements, Standard Equipment on Special Coupe, Special Sedan, Suburban, Touring Sedan, 7-Passenger Sedan, Club Sedan, Brougham

Dash "Lock-Box" Compartments
Tapered Assist Cords
Chromium-Plated Bonnet Hinges
White Side Wall Tires
Shatterproof Glass Windshield
Trunk and Trunk Rack (Suburban and Brougham)
Natural Wood, or Wire Wheels with

Arc-Slide Pockets, all doors
Inside Visors
Double Stop and Tail Lamps
Side and Center Arm Rests, front and rear seats
Combination Mirror and Clock
Cigar Lighter
Stainless Steel Jacketed Spokes

Optional Equipment Obtainable on All Models at Favorable Prices

Single or Double Fender Well
Wheel Mounting including Tire Locks and Trunk Rack
Shatterproof Glass, Windshield, or All-Around Fabric Tire Covers with Chromium-Plated Ring
Double Stop and Tail Lights
Chromium Plated Radiator Guard
Horn Button Vanity Mirror
Radio Aerials
Natural Wood, or Wire Wheels with Stainless Steel Jacketed Spokes

Tire Locks
Leather Upholstery
Dash "Lock-Box" Compartments
Double Windshield Wipers
All-Metal Tire Covers
Inside Visors
White Side Wall Tires
Electric Clock
Chromium-Plated Bonnet
Louvre Doors

NOTE—The Hudson Motor Car Company reserves the right to make changes in our design, equipment or color schemes at any time without incurring any obligation to install same on cars previously sold.

HUDSON MOTOR CAR COMPANY - DETROIT, MICHIGAN, U.S.A.